GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4693
ANSWERED ON:22.05.2006
RELIGIOUS CHANNELS
Goel Shri Surendra Prakash;Mishra Dr. Rajesh Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the policy of the Government to empanel religious channels for advertisement purpose;

(b) whether the Government has increased the advertisement support of religious channels during the last two quarters; and

(c) if so, the quantum of advertisements released in terms of revenue to the religious channels by Directorate of Advertising and Visual Publicity (DAVP) during the last two quarters?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a): As per policy of DAVP, private satellite television channels including radio channels can be empanelled for advertisements. The Empanelment Advisory Committee (EAC) under DAVP is responsible for empanelment of TV channels including religious channels.

(b) & (c): There are four private TV channels on DAVP panel under spiritual channel genre viz. Zee Jagran, Astha, Sadhna, Sanskar. Since the campaign are on-going and there is overlapping in the campaign duration from one quarter to another, quarter-wise information is not maintained. However, during the financial year 2005-06, these channels have telecast video spots worth Rs. 3, 44,656/- as per break up given below:

1. Zee Jagran Rs. 18,621/-
2. Astha Rs. 70,454/-
3. Sadhna Rs. 30,955/-
4. Sanskar Rs. 2,24,626/